

Dr Ci:Labo Co Ltd in Beauty and Personal Care (Japan)

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Abstracts

By the end of 2013, Dr Ci:Labo aims to increase its sales revenue to ¥47 billion with improved presence overseas. Dr Ci:Labo plans to enter China in July 2013 and the company will also increase its sales in existing overseas markets by launching a television shopping channel in Taiwan. Although the domestic market is stagnant, Dr Ci:Labo outperformed average growth of beauty and personal care by demonstrating strong sales growth in 2011.

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